

Adonis Route is located in **Jabal Moussa Biosphere Reserve** in Lebanon and is one of the pilot areas in the framework of the European project CROSSDEV Cultural Routes for Sustainable Social and economic Development in the Mediterranean. In the framework of the project a sustainable **tourism product**, the Adonis Route, has been developed to capitalize on the heritage of the local **archaeological sites** and the Adonis myth, whose events, according to the myth, took place in the reserve.



This good practice **example** shows how to enhance the touristic experience from a half-day hike to a **multi-day experience**, thus also contributing to the local economy by including local communities (farmers, artisans, local guest house owners, guides, drivers, local shop owners).

Adonis Route is an **authentic cultural and nature experience** in the Biosphere Reserve that includes a **variety of activities** – from hikes, to visiting heritage sites, to trying local gastronomy and engaging in the local workshops. The currently designed product is a **five-day package** called **‘The Adonis Route: between Myth and Reality’** that invites travellers to visit the birthplace of the Adonis Myth and to discover the beauty of nature and culture that surround it.

The offer includes: cultural sites visits, hiking and wellness activities, experiences of the local gastronomy, lebanese culture experience through different workshops, for example, learning with the guest house owner how to prepare pickles and special Lebanese infusions Zhourat, compotes and seasonal dishes; storytelling workshop; workshop on making traditional Phoenician hats.

Target groups: National and international tourists, mainly from the European Mediterranean countries; families, cultural tourists.

